

Station KTNV-TV LAS VEGAS, NV

Advertiser () .OBAMA FOR AMERICA

Product BARACK OBAMA 60S

Estimate# 2175

Buyer Maura Gilroy

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/2175

Flight Dates 10/25/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 58,600
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	5A-6A	ACTN NWS SU@5A	:60	\$500.00	10/28-10/28	1	1	1	\$500.00	
	2	TH-F	6A-7A	ACTION NWS@6AM<	:60	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	3	SA	7A-8A	GD MRN-SAT-ABC	:60	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
	4	SU	6A-7A	ACTN NWS SU@6A	:60	\$600.00	10/28-10/28	1	1	1	\$600.00	
	5	TH-F	9A-10A	MORNING BLEND<	:60	\$450.00	10/25-10/26	1	1	1	\$450.00	
	6	TH-F	11A-12P	ACTN NEWS@11AM<	:60	\$600.00	10/25-10/26	1	1	1	\$600.00	
	7	TH-F	12P-1P	THE CHEW	:60	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	8	TH-F	1P-2P	GENERAL HOSPITAL	:60	\$1,200.00	10/25-10/26	1	1	1	\$1,200.00	
	9	TH-F	4P-5P	JUDGE JUDY	:60	\$900.00	10/25-10/26	1	1	1	\$900.00	
	10	TH	8P-9P	LAST RESORT	:60	\$6,000.00	10/25-10/25	1	1	1	\$6,000.00	
	11	TH	9P-10P	GREYS	:60	\$9,000.00	10/25-10/25	1	1	1	\$9,000.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	12	F	9P-10P	PRIMETIME	:60	\$7,000.00	10/26-10/26	1	1	1	\$7,000.00	
	13	SA	5P-830P	NCAA FTBALL	:60	\$4,000.00	10/27-10/27	1	1	1	\$4,000.00	
	14	SU	8P-9P	ONCE UPON	:60	\$9,000.00	10/28-10/28	1	1	1	\$9,000.00	
	15	TH-F	1135P-1205A	NIGHTLINE	:60	\$1,800.00	10/25-10/26	1	1	1	\$1,800.00	
	16	TH-F	1205A-105A	KIMMEL	:60	\$600.00	10/25-10/26	1	1	1	\$600.00	
	17	SA	5P-830P	COLLEGE FTBL REG SEASON	:60	\$4,000.00	10/27-10/27	1	1	1	\$4,000.00	
	18	SA	9A-4P	COLLEGE FTBL REG SEASON	:60	\$3,000.00	10/27-10/27	1	1	1	\$3,000.00	
	19	M	1205A-105A	KIMMEL	:60	\$600.00	10/29-10/29	1	1	1	\$600.00	
	20	M	6A-7A	ACTION NWS@6AM<	:60	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	21	M	9A-10A	MORNING BLEND<	:60	\$450.00	10/29-10/29	1	1	1	\$450.00	
	22	M	11A-12P	ACTN NEWS@11AM<	:60	\$600.00	10/29-10/29	1	1	1	\$600.00	
	23	M	4P-5P	JUDGE JUDY	:60	\$900.00	10/29-10/29	1	1	1	\$900.00	
	24	M	1135P-1205A	NIGHTLINE	:60	\$1,800.00	10/29-10/29	1	1	1	\$1,800.00	

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Product	BARACK OBAMA 60S		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#	2175	Agency C/P1/P2/E	95/101/2175		
Buyer	Maura Gilroy	Flight Dates	10/25/2012 - 10/29/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

---SALES MONTHLY TOTALS---

Oct 12:	18 / \$53,050.00	Nov 12:	6 / \$5,550.00
Sales Totals: 24 / \$58,600.00			
Station Totals: 24 / \$58,600.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$244,167	KBLR	0%	KLAS	25%	KSNV	15%	KTNV	24%	KTUD	0%
		KVCW	1%	KVMY	2%	KVVU	33%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE